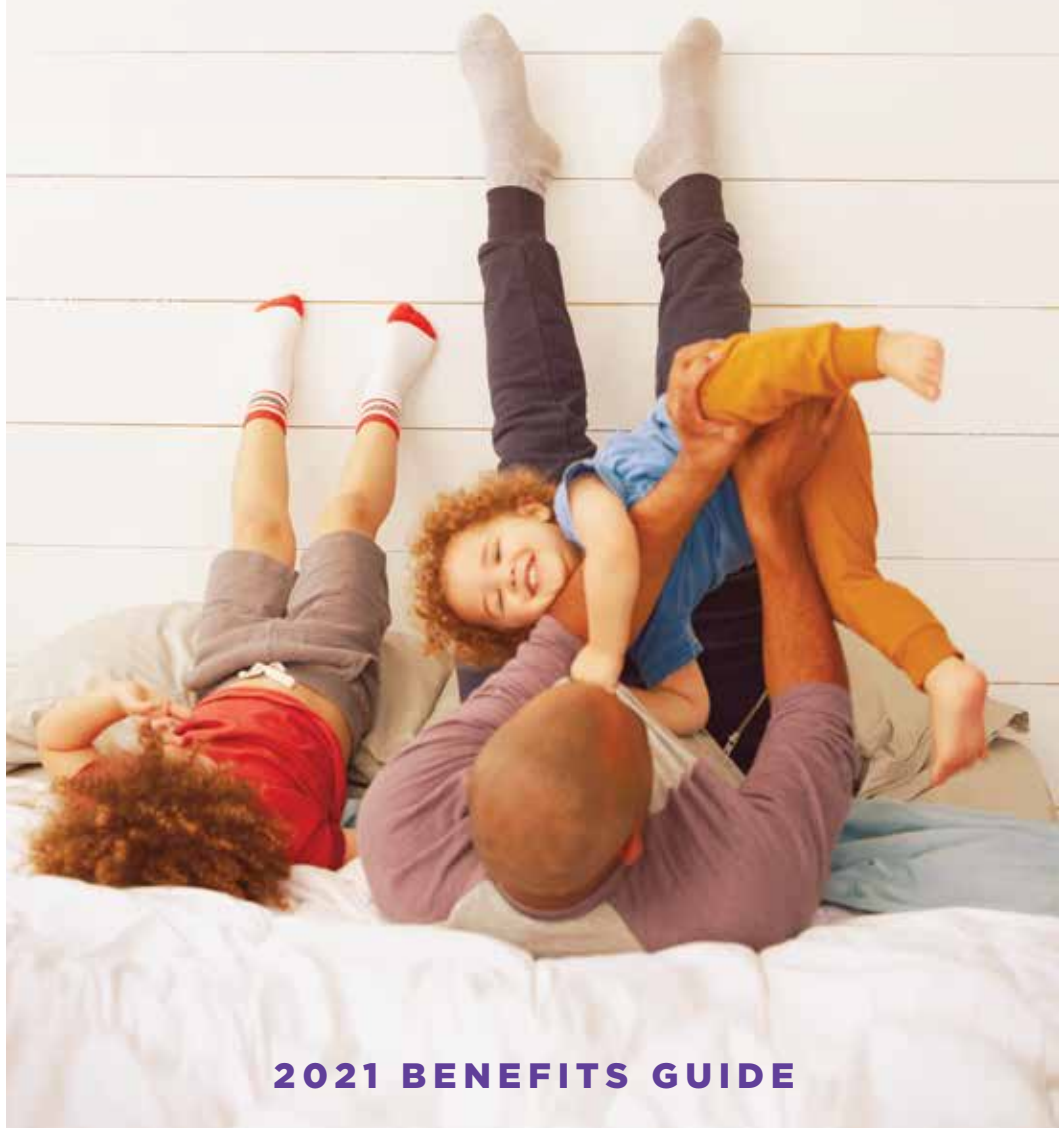




TAKE **time** TO TAKE **care**

your health. your finances. your life.

HALLMARK RETAIL, LLC AND HALLS




2021 BENEFITS GUIDE

take time to take care

Providing employee benefits is one of the most important investments the company makes. Hallmark benefits are designed to enrich your life and help you take care of what's most important to you.

Take time to fully explore the plans, programs and services available to help you manage and care for your health, your finances and your life.

- **Your health.** Fully-covered, in-network preventive care. Easily-identified **Tier 1 Providers** . Low cost virtual visits with your doctor from the comfort of home. Employer contributions to tax-free health savings accounts. Access to health information from your mobile device or laptop.
- **Your finances.** Tax-savings account options for health care and dependent care expenses. 401(k) with company match. Financial forecasts and fund recommendations aligned to your personal retirement goals.
- **Your life.** Time away from the office. Employee discounts. Work-life support services.

...and more

take time to take care. *your health. your finances. your life.*

your benefits at a glance




|  your health |  your finances |  your life |
|---|--|---|
| Choice of medical, vision and dental plans | 401(k) with company match Tax-saving options with health (HSA) and flexible spending (FSA) accounts Ongoing investment and retirement planning support | Paid time off |
| Employee wellness programs and services | | Employee and family assistance programs and discounts |
| Short- and long-term disability coverage | | Community involvement opportunities |
| Life and accident insurance | | Professional development |

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The 2021 Hallmark Benefits Guide offers you a comprehensive summary of your employee benefits choices.

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your tools

Benefits Enrollment: Intranet Page

Find links to everything you need during enrollment to determine the benefits that are right for you.

Access this content anytime, anywhere by visiting: access.hallmark.com/intranet and opening Benefits & Programs > Benefits Enrollment.

Enroll

Visit **HR Direct** to enroll in medical, dental, vision, health savings and flexible spending accounts, life and voluntary accident coverage.

My UHC

Learn about plan benefits and in-network providers anytime during the year.
myuhc.com

Hallmark Health Rewards

Track wellness points and progress. Complete incentive activities.
healthrewards.hallmark.com

Empower

Monitor your retirement savings, change investment elections and adjust your contribution levels.
empower-retirement.com/hallmark

TIER 1

IT'S EASY TO FIND A TIER 1 PROVIDER.

Just go to myuhc.com, click on **Find a Doctor** and look for the .

Remember! Tier 1 providers change each year, so be sure to confirm your provider's status when enrolling.

This guide describes many of the features of Hallmark's benefits in general terms. The specific terms and conditions of these benefits are governed by summary plan descriptions, insurance certificates, and service agreements. In the event of a conflict or ambiguity regarding the information represented in this document, the plan documents, certificates and agreements will govern.

Visit the intranet to find summary plan descriptions (SPDs) and insurance certificates. To request a hard copy of any of these documents, call the HR Service Center at 816-545-6200 or 1-888-545-6200 or email HRservicecenter@hallmark.com. Hallmark is legally required to provide plan participants these detailed descriptions of our benefits plans.

Hallmark will continue to evaluate medical and other benefits on a regular basis and will make changes in light of changing circumstances, such as increased costs and changes in national health care policy. Hallmark reserves the right to amend, modify or discontinue medical and other benefit plans.

your eligibility

| your health | FULL-TIME PART-TIME* | your finances | FULL-TIME PART-TIME* |
|---------------------------|--|-------------------------------|-------------------------|
| Medical, Dental & Vision | ✓ | 401(k) Matching Contributions | ✓ |
| Life Insurance | ✓ | | |
| FSA | ✓ | | |
| HSA | ✓ | | |
| Employer HSA contribution | To be eligible for the employer HSA contribution, you must designate an amount to contribute to your HSA during annual enrollment (minimum of \$24 per year) AND be contributing to that HSA throughout the plan year. | | |
| Short-Term Disability | ✓ | your life | FULL-TIME* |
| Long-Term Disability | ✓ | Paid Time Off | ✓ |
| | | Adoption Assistance | ✓ |

New hires are typically eligible for benefits on the 31st day of employment. For more details reference the Health Plan Summary Plan Description for Corporate Stores and Halls Employees (available on the intranet or CSG Source).

**Scheduled to work 30 hours or more, per week.*

dependent eligibility

With your Hallmark benefits package, you can cover your:

- **Spouse**
- **Domestic partner** You and your partner must meet eligibility criteria and submit a completed Declaration of Domestic Partnership form*.
- **Children** (Up to age 26)
- **Unmarried children of any age who are incapable of self-support** due to mental or physical incapacity

For more details on the dependents you can cover, review the Dependent Eligibility Checklist on the intranet.

** It is important to contact the HR Service Center if you get married or if your domestic partnership ends as it could affect the taxation of your benefits.*

designate your beneficiaries

Get peace of mind that, if needed, your benefits will be distributed according to your preferences.

**DESIGNATE OR UPDATE
YOUR BENEFICIARIES ON:**

| | |
|------------------------------|-----------|
| Affiliates Savings Plan | Empower |
| Life Insurance | HR Direct |
| Voluntary Accident Insurance | HR Direct |
| Business Travel Accident | HR Direct |
| Health Savings Account | WEX |

your enrollment

when you can enroll

You can enroll in or change your benefits during annual benefits enrollment, new hire enrollment or within 30 days after the following life events*:

- Marriage
- Divorce
- End of domestic partnership
- Legal separation
- Birth
- Adoption
- New legal guardianship
- Loss of dependent eligibility
- Death of spouse, domestic partner or dependent
- New employer coverage for a spouse, domestic partner or dependent
- Involuntary loss of other coverage
- Significant increase in cost of benefits
- Loss of other coverage (HIPAA Special Enrollment)
- Going on extended military leave

how you enroll

CHOOSE YOUR HEALTH AND LIFE BENEFITS ON HR DIRECT
(hrdirect.hallmark.com)



HR Direct: For Medical, Dental, Vision, Health Savings and Flexible Spending Accounts, Life and Voluntary Accident

MEDICAL
CHOOSE BETWEEN TWO PLANS
Traditional and High-Deductible,
offered by UnitedHealthcare.
Insurance card mailed to home.

Regardless of the plan you choose,
you'll receive subsidized premiums,
protection from catastrophic
expenses, access to Hallmark's Health
Rewards Program incentives and more!

**DON'T FORGET YOUR
HEALTH SAVINGS ACCOUNT**
If you have a High-Deductible plan
and contribute to an HSA, you
have the opportunity to receive an
employer contribution and a
triple-tax savings benefit each year
(put money in tax free, invest and
grow it tax-free, withdraw it tax-free).
Offered by WEX.

VISION
Standard or premium option • Insurance
card mailed to home • Offered by Surency

DENTAL
Regular or high option • Insurance card
available on **mycigna.com** • Offered
by Cigna

FSA
Pre-tax account available for healthcare
and/or dependent care expenses • Offered
by WEX

LIFE
Basic coverage provided to employee
at no cost • Additional self or dependent
coverage available • Offered by MetLife

ACCIDENT
Coverage available for accidental death
or serious injury • Offered by Prudential

**Visit the intranet for additional details.*



your health

medical: at a glance

BENEFIT PARTNER
UnitedHealthcare

BENEFIT LEVELS
Traditional

High-Deductible
(with option to add HSA)

ENROLL
hrdirect.hallmark.com
to enroll in new or
different coverage

choosing your plan

TRADITIONAL


Higher premiums with lower deductibles, lower out-of-pocket max, flat-fee retail prescription rates.

HIGH-DEDUCTIBLE

Lower premiums with higher deductibles, higher out-of-pocket max balanced with a tax-saving HSA option—which includes an annual employer HSA contribution* (\$250 for employee only/\$500 for employee plus dependents).

Both plans offer the same coverage. Cost is the main difference, both for the premiums you pay from your paycheck and the amount you pay at point of service or prescription purchase. Another key difference is that an employer HSA contribution is available to High-Deductible plan participants who are making active contributions to their HSA active contributions to their HSA throughout the year.

Regardless of the plan you choose, both include:

- Premiums that are subsidized by Hallmark.
- Nationwide network coverage.
- Easily-identifiable **Tier 1 Providers**  recognized for meeting national standards for quality care and cost; use of these providers costs you less!
- No deductible or coinsurance for preventive care services received from in-network primary care physicians (exams, screenings, immunizations and more).
- Coverage for hospital care, surgeons' and physicians' fees, diagnostic services, prescriptions drugs and other medical services.
- Reimbursement for a percentage of covered expenses after the annual deductible is met.
- Protection from catastrophic expenses (once you hit the out-of-pocket max, the plan covers 100% of covered expenses for the remainder of the plan year)
- Opportunity to earn Hallmark Health Rewards incentives.**

**To be eligible for the employer HSA contribution, you must designate an amount to contribute to your HSA during annual enrollment (minimum of \$24 per year) AND be contributing to that HSA throughout the plan year.*

***Available to those enrolled in Hallmark medical benefits; If you cover your spouse, only the primary insurance cardholder can receive wellness contributions.*

your premiums

To give you choice when selecting your medical plan, Hallmark offers two comprehensive plans—Traditional and High-Deductible.

The price you pay for your plan (your premium) is based on the coverage

option you choose and who you cover on your plan.

Premiums are available in this guide and on HR Direct (HMK Employee Self-Service, Standard—Benefits)

medical premiums

| | BI-WEEKLY* | SEMI-MONTHLY | BI-WEEKLY* | SEMI-MONTHLY |
|---------------------|-----------------|--------------|-------------|--------------|
| | HIGH DEDUCTIBLE | | TRADITIONAL | |
| Employee | \$53.90 | \$58.40 | \$89.48 | \$96.94 |
| Employee & Spouse | \$190.60 | \$206.48 | \$279.83 | \$303.15 |
| Employee & Children | \$133.11 | \$144.21 | \$195.23 | \$211.50` |
| Employee & Family | \$265.07 | \$287.16 | \$390.46 | \$422.90 |

**Bi-weekly rates are based on number of pay periods in the year.*

hawaii residents

If you live in Hawaii, you have different options. 2021 enrollment information will be mailed to you to the home address on file in HR Direct when enrollment opens.

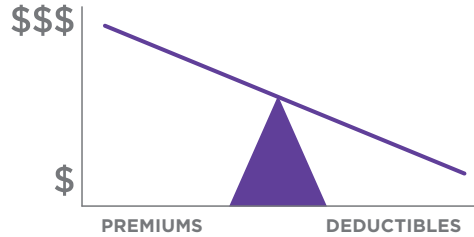


For questions about medical and prescription drug coverage, call **UnitedHealthcare** at **833-209-6469**.

deductibles and out-of-pocket maximums

Your Deductible is what you pay out of your own pocket before your insurance begins to share costs. You pay the “negotiated” costs of all in-network services until you meet your deductible.

Your Out-of-Pocket Maximum is the most you and your covered family members have to pay in a year for health care costs.




plan options: a deeper look

| | HIGH-DEDUCTIBLE | TRADITIONAL |
|--|--|--|
| Deductible | \$2,800 employee only \$5,600 family | \$1,000 employee only \$2,000 family |
| Out-of-pocket Maximum | \$5,600 employee only; \$11,200 family | \$3,600 employee only; \$7,200 family |
| Hallmark medical plans use Embedded deductibles and out-of-pocket maximums. For employee and dependent coverage, once one family member meets the employee-only deductible or out-of-pocket max, insurance will pay benefits for that family member. Two or more covered members must incur claims to satisfy the family deductible and out-of-pocket max. | | |
| Employer HSA Contribution | \$250 employee only \$500 employee plus dependents | not applicable |
| Coinsurance | 20% Tier 1 provider 30% other, in-network (after deductible) | 20% Tier 1 provider 30% other, in-network (after deductible) |
| Prescription | 20% coinsurance (after deductible) | \$15/\$50/\$70/\$175 Tier 1 - 4 |
| | You pay 100% until you reach your deductible. | |

Learn more about coverage options at welcometouhc.com/hallmark



- Out-of-network providers will increase your cost; out-of-network charges also don't apply toward your in-network deductible or out-of-pocket maximum.
- Certain medical services require pre-approval so ensure you know what's covered in advance. If something requires prior review and you don't get pre-approved, you may be required to pay most or all of the bill. **Tier 1 Providers**  and all In-network providers will assist with pre-approval processes.



your prescriptions

Check how UnitedHealthcare covers your prescriptions anytime at myuhc.com. To receive your pharmacy benefits, simply present your medical insurance card at the in-network pharmacy of your choice.

your lab work

Lab work is paid at the same level as other covered services.

- If a lab test is part of a preventive service from an in-network primary care provider, the cost is paid in full.
- If a lab test is part of a diagnostic service, your coinsurance and deductible will apply.

dental: at a glance

BENEFIT PARTNER
Cigna

BENEFIT LEVELS
Regular and high
option coverage

LEARN MORE & ENROLL
mycigna.com
(find providers)
HR Direct
(enroll in new or
different coverage)

Hallmark offers regular or high-option dental benefits through Cigna. Both options offer the same services, but you will have higher premiums in exchange for lower deductibles, as well as higher reimbursements for eligible expenses in the high option plan.

| | BI- WEEKLY* | SEMI- MONTHLY | BI- WEEKLY* | SEMI- MONTHLY |
|---------------------|----------------|------------------|----------------|------------------|
| FULL-TIME | REGULAR OPTION | | HIGH OPTION | |
| Employee | \$9.35 | \$10.13 | \$14.54 | \$15.75 |
| Employee & Spouse | \$18.46 | \$20.00 | \$28.04 | \$30.38 |
| Employee & Children | \$26.65 | \$28.88 | \$39.46 | \$42.75 |
| Employee & Family | \$35.65 | \$38.63 | \$52.96 | \$57.38 |

**Premiums may vary slightly due to variances in the number of pay periods per year.*

In either plan, you can visit any dental provider you choose but you get the greatest benefit by choosing a provider who is in the CIGNA Radius Network. For more details or to find an in-network provider, **visit mycigna.com** or call CIGNA customer service at **1-800-995-3396**.

| | | REGULAR OPTION | HIGH OPTION* |
|--|--------|--|--|
| ANNUAL DEDUCTIBLE | Single | \$50 | \$25 |
| | Family | \$100 | \$50 |
| Calendar year max | | \$1,500 | \$2,000 |
| Preventive care Exams, cleanings, x-rays | | 80% (no deductible) | 100% (no deductible) |
| Basic restorative Fillings, extractions, root canals | | 80% after deductible | 90% after deductible |
| Major restorative Dentures, crowns, bridgework, implants | | 50% after deductible | 60% after deductible |
| Child's orthodontia Benefit maximum | | 50% after deductible \$1,000 lifetime | 50% after deductible \$1,500 lifetime |
| TMJ Benefit maximum | | 50% after deductible \$1000 lifetime | 60% after deductible \$1,000 lifetime |

**Review the insurance certificate on the intranet to see a list of services not covered by plan and to review the coordination of benefit provisions.*

additional information:

- If there is more than one suitable covered treatment, Cigna will approve the least expensive one so long as the results meet acceptable dental standards; if you choose a more costly treatment, your out-of-pocket costs will increase.
- Your dentist should submit a treatment plan for pre-determination of benefits for periodontal surgery, major restorative, orthodontia or TMJ services before they are performed to determine the amount of payable benefits.



Be sure to designate each dependent you wish to cover for each plan when enrolling in HR Direct.

vision: at a glance

BENEFIT PARTNER
Surency

BENEFIT LEVELS
Standard and Premium

LEARN MORE & ENROLL
surency.com/hallmark
(find providers)
HR Direct
(enroll in new or
different coverage)

Hallmark offers two vision plans through Surency:

- The Standard Plan
- The Premium Plan (reimbursement rates and premiums are higher)

Both plans offer reimbursement for the cost of a vision exam and either frames or contact lenses, up to your annual allowance. Copays and allowances differ between the plans. Refer to the Surency Insight Network to view a list of providers at surency.com/hallmark.

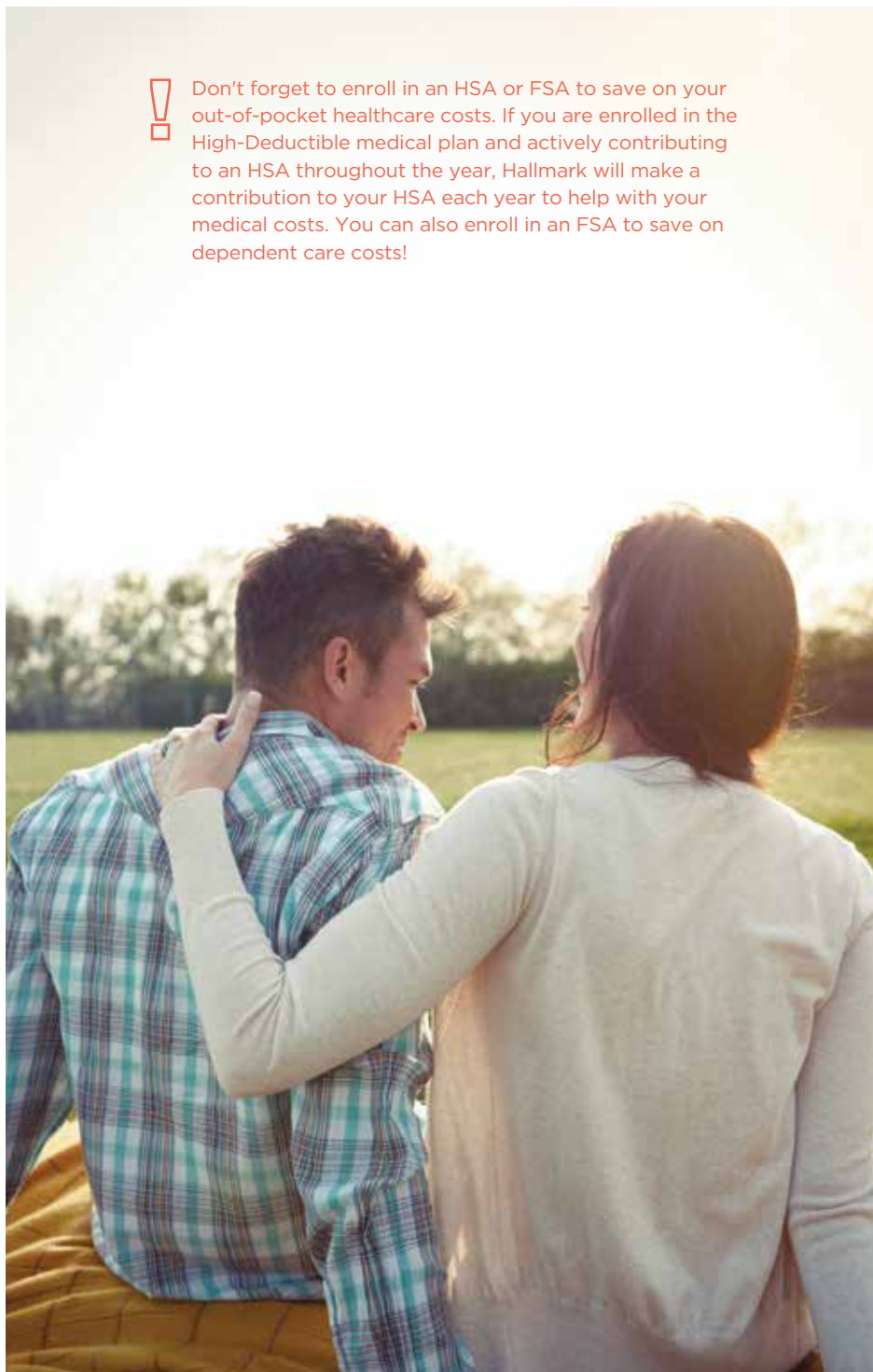
| | BI-WEEKLY* | SEMI-MONTHLY | BI-WEEKLY* | SEMI-MONTHLY |
|---------------------|-----------------|--------------|----------------|--------------|
| FULL-TIME | STANDARD OPTION | | PREMIUM OPTION | |
| Employee | \$4.20 | \$4.55 | \$7.95 | \$8.61 |
| Employee & Spouse | \$5.81 | \$6.29 | \$11.25 | \$12.19 |
| Employee & Children | \$6.13 | \$6.64 | \$11.64 | \$12.61 |
| Employee & Family | \$8.72 | \$9.45 | \$16.86 | \$18.26 |

| | IN-NETWORK MEMBER COSTS | OUT-OF-NETWORK ALLOWANCES |
|---|---|--|
| Eye Exam <i>Once per calendar year</i> | Fully covered after a \$10 copay | \$35 |
| Standard Lenses | \$25 copay | Allowances vary by lens type (\$25-\$55) |
| Frame <i>Once per calendar year</i> | \$200 allowance - Premium Plan \$150 allowance - Standard Plan | \$75 |
| Lens Options <i>Once per calendar year</i> | Copays may apply | Some items not covered |
| Contacts (instead of glasses) <i>Once per calendar year</i> | Up to \$55 copay for basic fit & follow-up | Not Covered |
| | Member pays 90% of fee for specialty fit and follow-up | |
| | Premium: \$200 allowance + 15% off balance Standard: \$150 allowance + 15% off balance | \$100 allowance |

**Premiums may vary slightly due to variances in the number of pay periods per year.*



Don't forget to enroll in an HSA or FSA to save on your out-of-pocket healthcare costs. If you are enrolled in the High-Deductible medical plan and actively contributing to an HSA throughout the year, Hallmark will make a contribution to your HSA each year to help with your medical costs. You can also enroll in an FSA to save on dependent care costs!



Hallmark Health Rewards program



If you are enrolled as the primary cardholder in a Hallmark medical plan, take advantage of the Hallmark Health Rewards program and get rewarded for maintaining or improving your health and well-being. Through the Hallmark Health Rewards program, you can earn up to \$400 each year. That can be:

If you elect an HSA contribution amount during annual enrollment, your rewards will be deposited into your HSA. If you do not, your incentives can be redeemed toward a gift card.*

Earn points on a quarterly basis when you do any of the following:**

- Get your annual flu shot
- Complete an on-line health assessment
- Have an annual checkup with your primary care physician
- Participate in wellness screenings
- Maintain a healthy BMI
- Participate in qualifying educational activities or workshops
- Achieve a healthy blood pressure
- Have an annual checkup with your dentist
- Participate in telephonic or virtual coaching sessions
- Get vaccinated for COVID-19

All health information you track is completely confidential. Dependents and retirees are not eligible.

healthrewards.hallmark.com:

- Track your points and progress
- Complete incentive activities



The Hallmark Health Rewards program runs annually
from **Dec 1-Nov 30**.

*Wellness dollars deposited into your HSA will count toward your HSA contribution limit set by the IRS. Please reference the HSA page in this guide for current IRS limits and adjust your annual contribution if necessary.

**Points are awarded the last days of March, June, September and November if you have completed your online health assessment. You must be an active employee and enrolled in medical on the last day of the quarter or the last day of November to receive the award.

hallmark wellness*



Onsite medical services

The medical departments at headquarters and some outlying locations offer you screenings and services with registered nurses to evaluate illnesses, monitor health conditions, conduct health education and provide preventive screenings.



Health education

Hallmark offers monthly lunch and learns and e-newsletters covering a variety of valuable health tips.



Smoking Cessation

If you're interested in learning about your support options to quit smoking, contact UnitedHealthcare to see what's covered by your plan. You also have access to online resources through ComPsych.



Fitness

Crown Center Fitness located at 2480 Pershing in the head-quarters complex provides access to exercise equipment and fitness classes including aerobics, Pilates and yoga. It is available to you on a month-to-month basis at a discounted rate. Discounts also are available for fitness facilities nationwide.



Employee assistance program

The employee assistance program offers you 24/7 access to information, resources and support to assist you in addressing everyday work or life issues. Whether you're in need of resources or referrals for items on your personal to-do list or you want to speak with a trained clinician about relationship or psychological concerns, ComPsych can help.



Help when facing serious illness

Hallmark partners with the Center for Practical Bioethics to offer free, confidential advice, counseling and advocacy when you or a dependent are grappling with a difficult diagnosis or terminal illness. Learn more about the CARE (Coaching, Advocacy, Relevant Information and Education) program by calling a CARE consultant at the Center for Practical Bioethics, **816-221-1100**.



Living organ and bone marrow donation grant

A Living Organ and Bone Marrow grant is available to eligible employees who choose to provide life-changing organ or bone marrow donations. This grant will help pay for related expenses—like transportation, lodging and food—that may not be covered by insurance.

*Services provided onsite at a Hallmark facility may be temporarily closed or adjusted in response to COVID-19 protocols. Refer to the intranet for more information.

short-term disability

The Hallmark short-term disability (STD) benefit* ensures up to 60% of your base pay continues for up to 90 days if you are unable to work for an extended period of time because of a non-work related illness or injury that can't be reasonably accommodated in the workplace.

Certain conditions must be met to receive short-term disability and the Hallmark medical department determines whether an absence qualifies. Qualifying absences continuing beyond the STD benefit period may be considered under the Hallmark long-term disability plan.

| LENGTH OF EMPLOYMENT | REQUIRED PTO WAIT PERIOD | MAXIMUM BENEFIT PERIOD** |
|----------------------|----------------------------|--------------------------|
| 90 days | 1 continuous calendar week | up to 90 days |

***Maximum benefit period is for a rolling 12 months.*

additional information:

- Short-term disability runs concurrently with FMLA approved leaves.
- You will continue to accrue paid time off (PTO).
- Medical, dental and vision benefits continue during your short-term disability period, but you will be required to directly pay premiums not covered from your paycheck.

** For full-time regular and part-time employees who are scheduled to work 30+ hours a week.*



To learn more about Hallmark's short-term disability benefit, review the **short-term disability policy (302)** on the intranet.

long-term disability

The long-term disability (LTD) benefit program* provides you with income if you become unable to work due to disability from illness or injury.

To be eligible for long-term disability coverage, you must have completed one year of active service (excluding any paid or unpaid leave such as short-term disability or voluntary time off). Eligibility for LTD benefits begins after completing the 90 day elimination period of continuous disability.

Cigna will determine whether an illness or injury qualifies for long-term disability benefits. To receive LTD benefits, you must remain under the regular and continuing care of a qualified physician and comply with an appropriate medical treatment plan. LTD benefits will not be paid if you are working for pay or profit.

Long-term disability: a closer look

If you qualify for LTD, the monthly benefit payable under the LTD benefit program will be the lesser of 60% of monthly earnings as of the last day worked prior to LTD benefit eligibility or the maximum \$7,000 a month.

After 24 months, the monthly benefit payable is the gross disability benefit reduced by other income benefits and 50% of disability earnings.

Medical, dental and vision benefits continue to be offered while on temporary LTD. If you are enrolled in Hallmark's vision plan, your vision premiums will be deducted from your LTD payments.

COBRA may apply at the end of the temporary LTD period.

** For full-time regular and part-time employees who are scheduled to work 30+ hours a week.*



For more information about Hallmark's long-term disability benefit, review the **Health Plans Summary Plan Description for Hallmark employees** on the intranet.

insurance benefits and options

Hallmark provides life insurance coverage up to the amount of your base salary at no cost to you. You can also purchase additional life insurance for yourself or your eligible dependents.

| | COMPANY- PROVIDED LIFE | SUPPLEMENTAL LIFE INSURANCE | LIFE INSURANCE | LIFE INSURANCE |
|------------------------|---|---|---|---|
| | SELF* | SELF* | SPOUSE/ DOMESTIC PARTNER | DEPENDENT CHILD (6 months to age 26) |
| Level of Coverage | Up to 1x base salary | 1 to 3x annual base salary; <i>without providing health documentation.***</i> 4-8x annual base salary; <i>subject to underwriter approval.</i> | Up to \$20,000; <i>without providing health documentation***.</i> \$20,000 up to \$150,000; <i>subject to underwriter approval.</i> | Increments of \$2,500 up to \$20,000; <i>without providing health documentation.</i> |
| Age-Based Premium | Amount of insurance begins to decrease upon turning 65 | Current age as of Jan. 1 of calendar year | Current age as of Jan. 1 of calendar year | |
| Cost Considerations | No cost to you | Varies** | Varies** | The monthly premium of \$0.15, per \$1,000 of coverage covers all eligible children, regardless of number. All children must be enrolled in the same option. |
| Enrollment | Automatically enrolled | HR Direct; submit a Statement of Health for coverage over 3x current salary. | HR Direct; submit a Statement of Health for coverage over \$20,000. | HR Direct |

*Up to \$1M

**Monthly costs per \$1,000 of coverage range from 3 cents to 89 cents, depending on age and coverage levels

***Applies to new hire enrollment period only. (If not in a new hire enrollment period, a statement of health is required).

voluntary accident coverage

The voluntary accident benefit program provides you additional insurance protection to cover accidental death or serious injury—dismemberment, hospital confinement, paralysis, or loss of speech, eyesight, or hearing—arising from an accident. You and your eligible dependents are covered 24 hours a day whether at home, work, traveling on business or for pleasure.

| | SELF | SPOUSE/DOMESTIC PARTNER* | DEPENDENT CHILD (up to 26 years) |
|------------------------|---|---|--|
| Level of Coverage | Multiples of \$5,000; subject to a minimum of \$10,000 and maximum of \$500,000 | Multiples of \$5,000; subject to a minimum of \$10,000 and maximum of \$500,000** | Multiples of \$5,000; subject to a minimum of \$5,000 and maximum of \$100,000** |
| Cost | \$0.017 (less than two cents) per person, per month for every \$1,000 of coverage | | |
| Additional Information | | Employee must also be insured for spouse/partners to be eligible | Employee must also be insured for children to be eligible. All eligible children must be insured for the same amount. |
| Enrollment | HR Direct; during new hire eligibility or annual enrollment | | |

**If a husband and wife are both employed by Hallmark or a covered subsidiary and each enrolls for voluntary accident insurance, only one may insure their dependent children.*
***Coverage cannot exceed employee coverage.*

business travel accident

Coverage of five times your base pay up to \$500,000 is provided at no cost to you. This program provides you coverage in the event of death, dismemberment, permanent and total disability or loss of speech, eye-sight or hearing caused by an accident while traveling on company business.

 **PRO TIP**

Employees traveling on international business have access to health care around the world through Cigna's **Medical Benefits Abroad program.**



your finances

tax-savings plans overview

Hallmark's Health Savings Account (HSA) and Flexible Spending Account (FSA) programs can help you save money by allowing you to pay for out-of-pocket health and dependent day care expenses with pre-tax dollars.

Health Savings Account

The HSA is used to set aside pre-tax dollars* to pay for qualified health care expenses, like your medical, dental and vision copays, deductibles and coinsurance.

If you are enrolled in the High-Deductible plan, you have the option to contribute to a HSA, which is a great way to balance the higher deductibles in your plan and experience more flexibility in managing

your health costs. You can enroll or change your HSA contribution at anytime but if you want to receive Hallmark's contribution to your HSA, there are additional steps for you to take, outlined below.

Employer HSA Contribution

As an added benefit, Hallmark will make a contribution each year to eligible HSA accounts-\$250 for employee only/\$500 for employee plus dependents.

To receive this contribution, you must have an open HSA account, designate an amount to contribute to that HSA during annual enrollment (minimum of \$24 per year) and regularly contribute throughout the year.

Hallmark's contribution will be deposited into eligible HSA accounts in two equal installments and will be reflected in the account by the end of February and August.

Flexible Spending Account

Hallmark's Flexible Spending Account (FSA) allows you to set aside pre-tax dollars to pay for out-of-pocket health expenses and/or dependent day care expenses. To participate in Flex, you must set a new contribution rate during annual enrollment.

Reimbursable out-of-pocket health care expenses include most expenses not covered by the medical and dental programs.

day care (including expenses for daycare centers, nursery schools, etc.)

You can also set aside up to \$10,500 annually per family to pay for dependent

For additional details regarding qualified FSA expenses, contact contact WEX at **1-866-451-3399**. New in 2021: All FSA enrollees will receive a debit card to use for qualified expenses.

Limited-Purpose FSA

If you enroll in High-Deductible Medical coverage and choose to set up an FSA account for health expenses, the pre-tax dollars you contribute will be limited to eligible dental and vision expenses only, whether or not you enroll in an HSA.

**If you live in CA or NJ, taxability of your HSA contributions may differ, so consider checking in with your tax adviser if you have questions.*



If you are 55 or older during the plan year, you can contribute up to **\$1,000** in additional “catch-up” contributions to your HSA.

When you accept FSA reimbursements, you give up the opportunity to take a health care tax deduction or receive a dependent care tax credit for the same expenses on your federal tax return.

HSA

FSA

| WHO CAN ENROLL? | |
|--|--|
| Employees enrolled in the High-Deductible plan who are not enrolled in Medicare. | All employees who are benefits eligible can participate in FSA.* |
| WHERE DO I ENROLL? | |
| hrdirect.hallmark.com HR Direct | HR Direct |
| WILL MY UNUSED FUNDS ROLL OVER? | |
| Yes, all unused funds will roll over from year to year. | No, unused funds will not roll over to the next year (use it or lose it).** |
| HOW MUCH CAN I CONTRIBUTE ANNUALLY? | |
| HEALTH—INDIVIDUAL \$3,600 — or — HEALTH—FAMILY \$7,150 <i>Employer contributions apply to your maximum annual contribution.</i> | HEALTH \$5,250 — and/or — DEPENDENT DAY CARE \$10,500 <i>If both an employee and spouse are working, each can set aside \$5,250 annually.</i> |
| WHEN DO I NEED TO DECIDE? | |
| You can enroll or change your contribution level at any time during the year by completing an Insurance Change form and submitting it to the HR Service Center. You must set a contribution during annual enrollment and regularly contribute to receive the employer contribution and/or wellness incentives. | You enroll and set your contribution rate during annual or new hire enrollment or after a qualifying life event.** |
| WHAT IS THE ADVANTAGE TO ENROLLING? | |
| You'll get a triple-tax benefit: Put money in tax free; Invest and grow it tax free; Withdraw it tax free. And, Hallmark will contribute to your HSA—\$250 for employee only/\$500 for employee plus dependents. Eligibility rules apply. | You can put money in tax free and withdraw it tax free—for health care and/or dependent day care expenses. |
| WHEN IS THE MONEY AVAILABLE TO ME? | |
| You must have money in your account before you can be reimbursed. | Healthcare: All contributions for the total year are available on January 1. Dependent Care: You can be reimbursed up to the accrued amount in your account. |
| HOW DO I GET MY DISBURSEMENTS? | |
| By using the debit card provided; timing is determined by you. | By using the debit card provided or submitting a manual claim to WEX (direct deposit or mailed check reimbursements available). Access claims information through WEX (customerservice@DiscoveryBenefits.com or 1-866-451-3399). |

*High-Deductible participants can only enroll in a limited-purpose FSA, covering just eligible dental and vision expenses.
 **FSA Funds must be used to pay for expenses incurred during the plan year (Jan. 1-Dec. 31), and then you will have until Mar. 31 of the following year to file these claims. Special rules apply to Dependent Care FSA carry-over and contributions for 2021. Please see the FSA intranet page for full details.

401(k) savings and retirement at a glance

BENEFIT PARTNER
Empower

LEARN MORE & ENROLL
empower-retirement.com/hallmark

Hallmark encourages you to build a strong financial future by investing in that future with you through 401(k) savings.

If you're new to Hallmark, Empower Retirement will mail you an information packet after your first month, outlining resources and tools available to you.

401(k) SAVINGS

Hallmark encourages your personal retirement savings with a company 401(k) match.

You are eligible to save between 1% and 60% of your eligible earnings.

Hallmark match:

50% for every dollar saved, up to a maximum contribution of 6%

If your contribution equals 6%, you'll receive Hallmark's maximum contribution match, equal to 3% of pay. Company match is vested after five years of service.

Maximum annual deferral limit: \$19,500.

401(k) savings options include

- Pre-tax
- Roth 401(k) after-tax
- Regular after tax (not match eligible)

At empower-retirement.com/hallmark you can:

- monitor your retirement savings
- learn more about plan features and available financial services
- change investment elections
- adjust your contribution



financial planning

Hallmark offers resources to help you determine the investing and savings strategy that's right for you.

My Financial Path: Access My Financial Path for personalized, actionable solutions in three minutes or less. The My Financial Path service will help you take control of your finances and stay on track to meet your goals, striking a balance between living for today and planning for tomorrow. Visit empower-retirement.com/hallmark > My Financial Path.

Financial planning through Advised Assets Group: Advised Asset Group Online Advisor is available at no additional cost. Your online advisor forecasts your chance of reaching your retirement goal and advises you on specific fund recommendations.

For investment management support, Advised Assets Group Professional Management Program is available for an additional fee. The program includes personalized investment advice and access to professionals who monitor your account on your behalf, along with telephone access to investment advisor representatives and quarterly progress reports.

investment options

Seventeen funds are available to you, including three lifestyle funds, equity, bond and stable income funds.



Learn more about your financial planning and investment options at empower-retirement.com/hallmark.



time away from work

| 2020 | HOLIDAY |
|-------------|---------------|
| December 25 | Christmas Day |

| 2021 | HOLIDAY |
|-------------|------------------|
| January 1 | New Year's Day |
| May 31 | Memorial Day |
| July 4 | Independence Day |
| September 6 | Labor Day |
| November 25 | Thanksgiving Day |
| December 25 | Christmas Day |

Each eligible full-time employee will automatically receive 8 hours of holiday pay. Full-time employees will be paid for the New Year's Day holiday if they work on the last regularly scheduled workday of the year. Employees who leave the company on December 31 will NOT be paid for the New Year's Day holiday.

Paid Time Off (PTO)

In addition to paid holidays, Hallmark's paid time off program combines vacation, illness and other absences into one bank of time that you can draw from for most time-off needs (illness covered by short- and long-term disability excluded).

| LENGTH OF EMPLOYMENT | TIME ACCRUED MONTHLY | TIME ACCRUED ANNUALLY | Additional details: |
|----------------------|----------------------|-----------------------|--|
| 31st day | 0.5 | 6 | Earn PTO days each month; accrual occurs on the last calendar day of each month. |
| 1 - 5 years | 1 | 12 | |
| 5 - 15 years | 1.5 | 18 | |
| 15 years | 2 | 24 | Carry over PTO month-to-month and year-to-year up to your bank maximum. |

This table is based on a 40-hour work week schedule and must be prorated for other work schedules.

shopping and discounts

As a Hallmarker, you benefit from generous discounts for a variety of products, services and events.

Here are some highlights



Employee discount

at Halls, Hallmark Gold Crown and varying discounts for many of the other Crown Center shops and restaurants.

PerkSpot hallmark.perkspot.com from any device 24/7

Through Hallmark's partnership with PerkSpot, all employees have access to local and nationwide discounted services and products. Browse thousands of discounts in popular categories like food, apparel, home services, health and wellness, electronics, travel, outdoor recreation and more.

personal and family support

Work and life blend and there are resources to support you as you navigate births, adoptions, marriage, domestic partnerships, divorce, gender transition, loss of a loved one and whatever else life may bring.



Adoption Assistance

Up to \$5,000 per child offered to help with agency, placement and legal fees, travel and birth expenses and temporary foster care charges



Child Development and Behavior Support

Hallmark-provided Rethink memberships for parents raising children with learning or behavior challenges, or developmental disabilities.



Travel Assistance Program

Free medical and personal assistance when travelling anywhere in the world, for any reason. Offered by International Medical Group (IMG).



Employee Assistance Program

The employee assistance program offers you 24/7 access to information, resources and support to assist you in addressing everyday work or life issues. Whether you're in need of resources or referrals for items on your personal to-do list or you want to speak with a trained clinician about relationship or psychological concerns, ComPsych can help.

quick guide to benefits resources



Medical Coverage Provided by UnitedHealthcare (UHC). Choose your medical plan and enroll at hredirect.hallmark.com

Contact UHC directly for questions regarding claims, coverage and provider networks.
833-209-6469 • myuhc.com

Dental Coverage Provided by Cigna; contact them directly for questions regarding claims, coverage and provider participation.
1-800-995-3396 • mycigna.com

Vision Coverage Provided by Surency; contact them directly for questions regarding claims, coverage and provider participation.
1-866-818-8805 • Surency.com/hallmark

Hallmark Health Rewards For those enrolled in a Hallmark medical plan as the primary cardholder, the Hallmark Health Rewards Program offers up to \$400 for taking steps to improve your health. Contact ComPsych, Hallmark's health rewards partner, for questions about earning rewards or using the portal.
ComPsych: 844-357-2008
healthrewards.hallmark.com

Employee Assistance Program (EAP) Hallmark's Employee Assistance Program connects employees to support resources relative to work, life, family care, mental health, finances and more. You or your family members may speak with trained clinicians for work-life solutions, referrals and life planning resources. Resources related to child care, home repair and more are also available.
ComPsych: 1-844-357-2008 • guidanceresources.com WebID: HALLMARKEAP

Retirement Savings Contact Empower for plan enrollment, to change contribution rates, learn about investment choices, get retirement income estimates, investment advice and more.
1-866-233-6886 • empower-retirement.com/hallmark

Hallmark Resources Hallmark's HR Service Center is a front line resource for employees' HR questions. They are available to discuss eligibility for Hallmark's medical, retirement or other benefits plans, to direct you when making a change in coverage when you experience a life event or to connect you to one of our outside partners for further support.
816-545-6200 or 1-888-545-6200
HRservicecenter@hallmark.com



medicare notice

Please read this notice carefully and keep it where you can find it.

This notice has information about your current prescription drug coverage with Hallmark Cards, Inc. and about your options under Medicare's prescription drug coverage.

This information can help you decide whether or not you want to join a Medicare drug plan.

If you are considering joining, you should compare your current coverage, including which drugs are covered at what cost, with the coverage and costs of the plans offering Medicare prescription drug coverage in your area. Information about where you can get help to make decisions about your prescription drug coverage is at the end of this notice.

medicare + prescription drug coverage

1. Medicare prescription drug coverage became available in 2006 to everyone with Medicare. You can get this coverage if you join a Medicare Prescription Drug Plan or join a Medicare Advantage Plan (like an HMO or PPO) that offers prescription drug coverage. All Medicare drug plans provide at least a standard level of coverage set by Medicare. Some plans may also offer more coverage for a higher monthly premium.
2. Hallmark Cards, Inc. has determined that the prescription drug coverage offered by Hallmark Cards, Inc. is, on average for all plan participants, expected to pay out as much as standard Medicare prescription drug coverage pays and is therefore considered Creditable Coverage. Because your existing coverage is Creditable Coverage, you can keep this coverage and not pay a higher premium (a penalty) if you later decide to join a Medicare drug plan.

when can you join a medicare drug plan?

You can join a Medicare drug plan when you first become eligible

for Medicare and each year from Oct. 15th to Dec. 7th. However, if you lose your current creditable prescription drug coverage through no fault of your own, you will also be eligible for a two (2) month Special Enrollment Period (SEP) to join a Medicare drug plan.

what happens to your current coverage if you decide to join a medicare drug plan?

If you decide to join a Medicare drug plan, your current Hallmark Cards, Inc. coverage will not be affected unless you notify Hallmark that you would like to drop your coverage for you and all covered dependents. If you do decide to join a Medicare drug plan and drop your current Hallmark Cards, Inc. coverage, be aware that you and your dependents will not be able to get this coverage back until annual open enrollment next year.

when will you pay a higher premium (penalty) to join a medicare drug plan?

You should also know that if you drop or lose your current coverage with Hallmark Cards, Inc. and don't join a Medicare drug plan within 63 continuous days after your current coverage ends, you may pay a higher premium (a penalty) to join a Medicare drug plan later. If you go 63 continuous days or longer without creditable prescription drug coverage, your monthly premium may go up by at least 1% of the Medicare base beneficiary premium per month for every month that you did not have that coverage. For example, if you go nineteen months without creditable coverage, your premium may consistently be at least 19% higher than the Medicare base beneficiary premium. You may have to pay this higher premium (a penalty) as long as you have Medicare prescription drug coverage. In addition, you may have to wait until the following October to join.

for more information about this notice or your current prescription drug coverage:

Contact Hallmark HR Service Center at **816-545-6200** or **1-888-545-6200**. NOTE: You'll get this notice each year. You will also get it before the next period you can join a Medicare drug plan and if this coverage through Hallmark Cards, Inc. changes. You also may request a copy of this notice at any time.

for more information about your options under medicare prescription drug coverage:

More detailed information about Medicare plans that offer prescription drug coverage is in the "Medicare & You" handbook. You'll get a copy of the handbook in the mail every year from Medicare. You may also be contacted directly by Medicare drug plans. For more information about Medicare prescription drug coverage, visit **www.medicare.gov**. Call your State Health Insurance Assistance Program (see the inside back cover of your copy of the "Medicare & You" handbook for their telephone number) for personalized help. Call **1-800-MEDICARE (1-800-633-4227)**. TTY users should call **1-877-486-2048**. If you have limited income and resources, extra help paying for Medicare prescription drug coverage is available. For information about this extra help, visit Social Security on the web at **www.socialsecurity.gov** or call them at **1-800-772-1213 (TTY 1-800-325-0778)**.

remember: keep this creditable coverage notice.

If you decide to join one of the Medicare drug plans, you may be required to provide a copy of this notice when you join to show whether or not you have maintained Creditable Coverage and, therefore, whether or not you are required to pay a higher premium (a penalty).

